

LONGWOOD UNIVERSITY
BOARD OF VISITORS
September 15-16, 2017
Minutes

***** DRAFT *****

Call to Order

The Longwood University Board of Visitors met on Friday, September 15, 2017 in the Stallard Boardroom. The meeting was called to order at 9:00 a.m. by Rector Marianne Radcliff.

Members present:

Ms. Eileen M. Anderson
Ms. Katharine McKeown Bond
Mr. Michael Evans
Mr. Steven Gould
Mr. David Hallock
Mr. Eric Hansen
Mrs. Colleen McCrink Margiloff
Mrs. Marianne M. Radcliff
Ms. Ricshawn Adkins Roane
Dr. Nettie Simon-Owens
Ms. Pia Trigiani

Members absent:

Ms. Katherine Elam Busser
Ms. Nadine Marsh-Carter

Also present:

President W. Taylor Reveley IV
Dr. Joan Neff, Provost and Vice President for Academic Affairs
Mr. Kenneth Copeland, Vice President for Administration and Finance
Ms. Victoria Kindon, Vice President for Strategic Operations
Dr. Tim Pierson, Vice President for Student Affairs
Ms. Courtney Hodges, Vice President for Institutional Advancement
Mr. Troy Austin, Director of Athletics
Mr. Justin Pope, Chief of Staff
Mrs. Kay Stokes, Executive Assistant
Mr. Mike Ellis, Longwood University Foundation
Mr. Bill Walsh, Chair of the Longwood University Real Estate Foundation
Ms. Tammy Jones '81, President of Alumni Board
Dr. Lissa Power-deFur, Faculty Representative

Mr. Kevin Napier, Student Representative
Ms. Bettie Mitchell, Staff Advisory Committee Representative
Mr. Cameron O'Brion, Office of the Attorney General

Rector's Welcome and Approval of Minutes and Consent Agenda

The rector welcomed those in attendance, and introduced the new members and representatives to the Board. She asked for motion to approve the Consent Agenda, with minor corrections to the minutes as distributed. Ms. Bond so moved, Ms. Anderson seconded and the Consent Agenda was approved unanimously.

President's Welcome

President Reveley welcomed everyone to the meeting and expressed his appreciation for Longwood's camaraderie and spirit during challenging times for the nation. He gave an overview and update of major initiatives underway at the university, most notably the progress of the core curriculum, which will be distinctive, an important example nationally and difficult for other institutions to emulate. He noted Longwood's uptick in the latest US News & World Report college rankings and the exceptionally successful start to the fall athletics season. Summarizing upcoming activities on campus, he noted in particular the scheduled opening of the Andy Taylor Center for Early Childhood Development and the new bookstore on Main Street.

Softball coach Kathy Riley and players Sydney Mundell '18 and Glenn Walters '18 were welcomed and given a standing ovation in recognition of their outstanding accomplishments in recent years, including their most recent Big South championship last spring.

Ms. Hodges provided an update on advancement as well as conferences and events, including an overview of initiatives to increase annual giving. She and Ms. Kindon explained the reasoning behind the decision to move Mega Reunion forward in the calendar in response to feedback that the energy of having students on campus was especially rewarding to alumni.

Mr. Copeland provided an update on campus construction, noting completion for the Upchurch University Center scheduled for July, as well as a planning update for the upcoming renovations of Curry and Frazer. He explained how a new GASB accounting standards requirement that the university show VRS debt that is in fact an obligation of the Commonwealth skews financial statement comparability with past years. In response to a question from Mr. Hansen, Mr. Copeland said Hurricanes Irma and Harvey are indeed likely to cause an increase in the cost of building materials, though it has not been seen yet. In response to a question regarding the national Equifax breach, Mr. Copeland and Ms. Kindon said there was no apparent direct impact on the University. There was discussion regarding plans for Lankford once the University Center opens, with Mr. Copeland and Mr. Pierson giving an overview of various options under consideration.

President Reveley complimented Mr. Copeland for guiding Longwood's finances during a period of financial stress across higher education, noting Longwood has had the state portion of its budget cut during 8 of the last 10 years. During the last five years, despite those external pressures, the university's budget has increased roughly 25 percent, and spending on Academic

Affairs has increased roughly 33 percent, or roughly \$10 million annually. The increase in the Academic Affairs budget amounts to roughly \$3 million on top of the increase that would have been projected had that division's budget grown only at the rate of the university's budget overall.

Ms. Kindon provided an update on admissions, noting year-to-date applications stand at more than 600, substantially higher than ever before at this point. She noted the 40 percent yield rate of students who visit campus and apply on the spot, and said recruiting efforts have focused on these students who yield at a high rate.

She said the office is looking to increase applications substantially from Northern Virginia. Longwood is assigning two counselors to the area this year, including one who speaks Spanish, and gave an overview of marketing and other initiatives to bring students to campus. There was brief discussion regarding the source of the increase in graduate enrollment this year and efforts underway to continue reaching new prospective students. She also discussed the vision behind a reassigned position in Alumni and Career Services that will work on developing professional networks among Longwood alumni.

Mr. Austin thanked President Reveley for his compliments of Coach Riley and the softball program and added his own. He gave an overview of the very successful on-field start to the fall season, and commended field hockey player Kate Colley, who is going through the process of applying as Longwood's first nominee to receive a Rhodes Scholarship.

Dr. Neff noted the importance to the faculty of the awards made at Convocation, particularly as the nominations are put forward by peers. She provided an update on the substantial number of pilots underway preparing to bring next year's first-year class in under the new core curriculum. She provided an update on the implementation of Longwood's NSF grant to support underrepresented STEM students. Dr. Neff introduced Tim O'Keefe, the new dean of the College of Business and Economics, and reported the re-accreditation visit for the college earlier in the month had gone well. She commended the work that has gone into preparing to open the Andy Taylor Center, noting the important difference between the kind of preschool curriculum it will provide over and beyond basic daycare. There was also a discussion related to FERPA and issues related to training and policy. She noted Longwood has been able to help the Moton Museum increase staffing on Saturday to help accommodate the substantial increase in visitors, driven in part by the inclusion of the Moton story in the Virginia Standards of Learning. There was discussion regarding initial results from the extended Greenwood Library hours, and, with Dean Paul Chapman, regarding the statewide teacher shortage.

Dr. Pierson reiterated the energy among students continues to be positive and exciting, and said the current first-year class appears to have exceptional class spirit and camaraderie. He noted the profound impact of the Health and Wellness Center, which recently celebrated its 10th anniversary and 1.2 millionth card swipe, on the student experience. He reported that conduct hearings have dropped substantially in recent years, and students are showing a preference for administrative hearings over board hearings. He noted demand for Disability Resources continues to increase. He provided an update on the committee, headed by Kevin Napier, to work

with Aramark to provide feedback regarding food services and implementation of some of those recommendations.

There was discussion of the recent announcement by the U.S. Department of Education regarding the review process it will undertake regarding Title IX, with Dr. Pierson and Mr. O’Brion saying they do not expect substantial changes to the basic role of Title IX in setting guidelines for how colleges must respond to allegations of sexual harassment and assault.

Report of Representatives to the Board

Mr. Ellis provided an overview of initiatives underway to direct more unused scholarship dollars to students, and a new software system that will improve scholarship allocation. He noted the 12 percent net of fees annual return of the endowment in SPDR Management. Ms. Margiloff expressed her appreciation for the work of the Foundation Board to improve the delivery of scholarship dollars to students.

Mr. Walsh expressed his appreciation for the opportunity to be involved with Longwood. He said the best thing about the University is the people, thanking Louise Waller, Kay Stokes, Ken Copeland and Sherry Swinson in particular. He said he believes the Curry-Frazer renovation will be a proud success, as will implementation of the plans underway to lift Hull Springs Farm up to its potential as an educational and research center.

Ms. Jones provided an update on Alumni Board activities and events, including gatherings around Virginia, volunteer opportunities and engagement with the Office of Career Services to connect students and alumni.

Dr. Power-deFur echoed earlier comments about the success of Convocation, and noted in particular the emotion of Jeff Halliday who received the Bill Stuart award, and expressed appreciation for the administration’s support of the Simpson professorship. She noted faculty are concerned about a decline in travel budget funding that is drawn from summer school revenue, which declined this past summer. She gave an overview of outstanding work by faculty, in particular over the summer, including the Longwood at the Arctic Circle program. She read a substantial list institutions and meetings where Longwood faculty presented during the summer (a copy of the list is included as Appendix 1).

Kevin Napier introduced himself to the Board, and reiterated that this year’s first-year students seem especially engaged, which has contributed to a very positive semester so far on campus. The number of students running in freshman elections is four times higher than in previous year. He said the dining advisory committee with Aramark has made a difference in the student dining experience, and expressed his appreciation to Brent Roberts, Dean of the Library, for his engagement and work to respond to student requests, and to Jonathan Page for his leadership regarding citizen leadership education. He also discussed plans to work with Emily O’Brion to further engage SGA leadership with political and other leaders around the state and to facilitate opportunities after graduation.

Ms. Mitchell provided an update on the Staff Advisory Committee’s activities on campus and plans for the upcoming year.

The Board adjourned at 12 noon for a tour of the Andy Taylor Center for Early Childhood Development and lunch, followed by a tour of the new bookstore site on Main Street.

Returning to Stallard at approximately 2 p.m., Ms. Radcliff asked for a motion to go into Closed Session under Section 2.2.3711(A)(7) and (A)(9) of the Code of Virginia to discuss matters pertaining to actual or probable litigation, and matters pertaining to fund-raising activities. Ms. Anderson so moved, Mr. Gould seconded and the motion was approved unanimously.

A motion was offered by Ms. Trigiani to return to open session. The motion was seconded by Mr. Gould and approved by the Board. In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Ms. Radcliff moved to certify the discussion in Closed Session was in accordance with the Code of Virginia. Ms. Margiloff seconded. All members in attendance voted by roll call to certify: Ms. Anderson, Ms. Bond, Mr. Evans, Mr. Gould, Mr. Hallock, Mr. Hansen, Ms. Radcliff, Dr. Simon-Owens, Ms. Trigiani and Ms. Roane.

Following a brief discussion regarding format and delivery of Board Books, the meeting was adjourned for dinner at Longwood House.

Saturday, September 16, 2017

Call to Order

The Longwood University Board of Visitors reconvened on Saturday, September 16, 2017 in the Maugans Alumni Center. The meeting was called to order at 9:00 a.m. by Rector Marianne Radcliff.

Members present:

Mrs. Eileen M. Anderson
Mr. Michael Evans
Mr. Steven Gould
Mr. Eric Hansen
Mrs. Marianne M. Radcliff
Ms. Ricshawn Adkins Roane
Dr. Nettie Simon-Owens
Ms. Pia Trigiani

Members absent:

Ms. Katharine McKeown Bond
Ms. Katherine Elam Busser
Mr. David Hallock
Mrs. Colleen McCrink Margiloff
Ms. Nadine Marsh-Carter

Also present:

President W. Taylor Reveley IV

Ms. Victoria Kindon, Vice President for Strategic Operations

Mr. Jason Faulk, Dean of Admissions

Dr. Jennifer Green, Associate Vice President for Enrollment Management

Dr. Emily Heady, Senior Director of Student Success and Retention

Dr. Joan Neff, Provost and Vice President for Academic Affairs

Prof. Larissa Fergeson, Associate Provost

Mr. Justin Pope, Chief of Staff

Dr. Lissa Power-deFur, Faculty Representative

Ms. Kindon introduced Mr. Faulk and Drs. Green and Heady, who led an overview and discussion regarding strategy and tactics related to the admissions pipeline and student success. Topics included demographic trends, changing student profiles, including increase in first-generation college students and the importance of communicating basic information with students from families who may not be familiar with the college process. Other topics included how Student Success is working in conjunction with faculty regarding the implementation of the new core curriculum, which all of those present said they believe it will be a powerful tool for both recruitment and retention. There was also discussion regarding advising, course loads, and other data-driven strategies to help students stay on track to graduation. Mrs. Radcliff expressed her appreciation to the team, noting excellent feedback she has received about the admissions process from a number of friends with children who have recently come to Longwood.

Following the presentation, Dr. Neff briefly addressed the Board to provide some background and context regarding the issue of faculty travel budgets.

There being no further business, the meeting was adjourned at 11 a.m.